

SPIDER-MAN

MARVEL COMICS GROUP™

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# the AMAZING SPIDER-MAN®



ROMITA-

ADMIT IT,  
WEB-HEAD--YOU'RE  
**FINISHED!**

EVEN YOU  
CAN'T SURVIVE  
AN ATTACK BY  
**ALL OF US!**



**MYSTERIO IS BACK...**  
AND *THIS* TIME HE'S  
**NOT ALONE!**



YOU'LL BE A MASTER OF SELF DEFENSE ONCE YOU'VE COMPLETED OUR  
REVOLUTIONARY NEW AUDIOVISUAL HOME STUDY COURSE IN DYNAMIC . . .

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HERE'S WHAT THE EXPERTS SAY ABOUT  
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"Next to taking lessons in a dojo, this home study course has to be the best way available for learning self-defense Kung Fu and Karate."

R. Richards, Black Belt, 1st Dan

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**Demaru Instructor**  
Toyotaro Miyazaki,  
Black Belt,  
5th Dan



## YOUR PHYSICAL SIZE AND AGE ARE UNIMPORTANT

It doesn't make any difference whether you are short, tall, skinny, fat or just plain average. We don't care if you've lost every fight you ever fought. We'll teach you how to defend yourself and those you love against one, two, or even three attackers with complete self confidence. By taking our revolutionary new audiovisual home study course in dynamic KUNG FU & KARATE you'll be able to face ANY MAN, ANYWHERE without the fear of being physically hurt or embarrassed.

## WE'LL PROGRAM YOUR MIND TO MASTER ALMOST ANY SELF DEFENSE SITUATION

No rigorous or boring exercises are necessary. You learn in the comfort and privacy of your own home, either alone or with a friend, by looking and listening with our simple, effective audiovisual technique. You merely follow the pictures in our lesson book as you listen to each lesson on our SPECIAL LONG PLAYING 12" RECORD. What could be easier?

By playing this record over and over, the lessons become buried deep in your subconscious. Your mind is conditioned in the ancient Oriental disciplines of KUNG FU & KARATE—I develop a memory bank of specialized fighting knowledge. If you are attacked, you'll find yourself springing to action almost automatically, using this knowledge to defend yourself and those you love.

## YOUR BODY BECOMES A POWERFUL WEAPON OF DEFENSE

We'll teach you how to use your hands, feet, arms, legs, elbows and knees as powerful weapons against any attacker. You'll learn the KUNG FU & KARATE techniques of the thrust punch, hammer fist, X & U punch, knife hand, spear hand, palm heel strike, snap kick, thrust kick, stamping kick, knee kick, elbow strike, backfist, X block, sweeping block, high and low blocks, and much, much more. You'll learn nerve centers and pressure points—where, when and how to hit effectively and avoid being hit yourself. You'll learn all the essential secrets of these two Oriental fighting arts—ancient secrets that have allowed smaller, weaker men to defeat larger, more powerful men with ease.

## A NEW, CONFIDENT YOU

Take this course and feel like a new person. Never be afraid to go anywhere ever again—ball game, beach, school yard, bar, dance, tough neighborhood, back alley or parking lot at night. Gain self confidence and win the respect and admiration of those you love. Your cool, confident steel-like gaze will show others you are no person to fool around with. Feel a new power come over you—the power to master almost any self defense situation!

## HERE'S WHAT YOU GET:



Our long playing 12" 33 1/3 RPM instruction record which contains 35 complete, separate and distinct lessons. It was specially produced to make the learning of the essential self defense techniques of KUNG FU & KARATE as inexpensive and easy as possible.



Complete picture lesson book containing over 135 photos and illustrations. While you are coached by the lesson record, each defensive movement is shown to you step-by-step by our instructor, TOYOTARO MIYAZAKI, BLACK BELT, 5TH DAN from the world famous KENKOUJUKU DOJO in TOKYO, JAPAN.



Complete nerve center and pressure point chart showing all vital areas of defense.

## ALL THIS FOR LESS THAN 16¢ A LESSON

It's hard to believe, but it's true! People across this country pay up to \$10.00 for a single lesson in KUNG FU or KARATE—more than the cost of this entire home study course. Only today's modern technological advances in audiovisual learning, and mass production techniques make it possible for us to bring you this complete course at such a ridiculously low price! Yes it's absolutely true—you get 35 complete lessons for only \$4.98 & 50¢ for postage and handling—that's less than 16¢ a lesson!

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667 Madison Avenue, New York, N.Y. 10021

## 10 DAY NO RISK MONEY BACK GUARANTEE

If after ten days of examining this home study course, you are not completely satisfied that this is the easiest, most effective way possible to learn self defense, KUNG FU and KARATE at home, you may return it for a full refund of your purchase price.

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## USE THIS RUSH COUPON TO ORDER:

Yes, this is for me. Rush me your complete audiovisual home study course in dynamic KUNG FU & KARATE. I enclose \$4.98 plus 50¢ for postage and handling (totaling \$5.48) as payment in full. I understand that this course was designed to teach me how to use KUNG FU & KARATE to defend myself. I promise never to use these techniques as an aggressor. Send cash, check or money order to:

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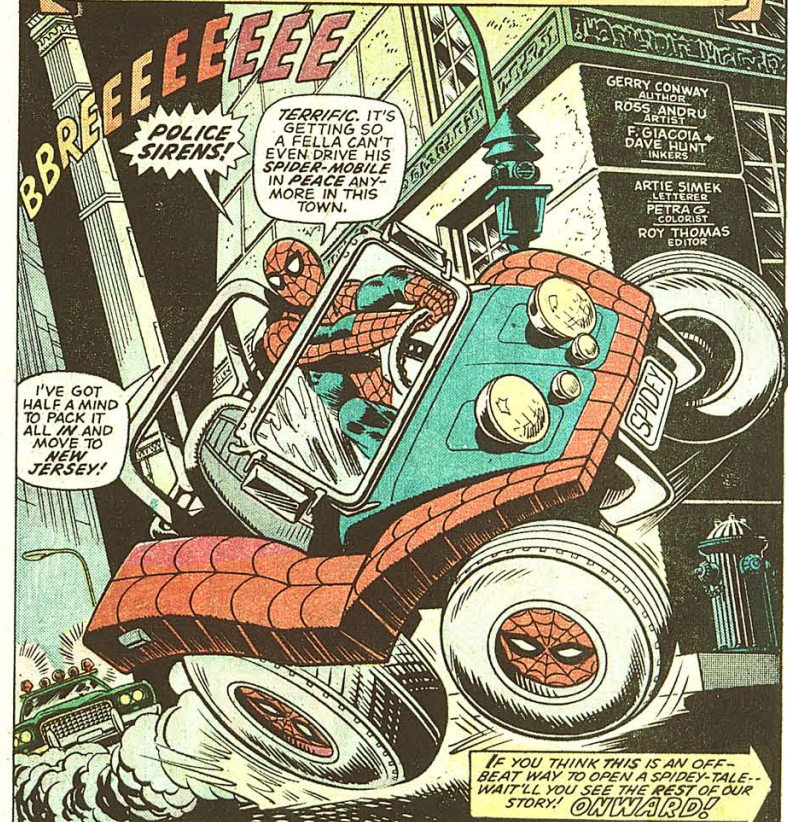
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While attending a demonstration in radiology, high-school student PETER PARKER was bitten by a spider which had accidentally been exposed to RADIOACTIVE RAYS. Through a miracle of science, Peter soon found that he had GAINED the spider's powers...and had, in effect, become a human spider...

Stan Lee  
PRESENTS: THE AMAZING SPIDER-MAN™

# THE MAN'S NAME APPEARS TO BE... MYSTERIO!



GERRY CONWAY  
AUTHOR  
ROSS ANDRU  
ARTIST  
F. GARCIA  
DAVE HUNT  
INKERS

ARTIE SIMEK  
LETTERER  
PETER G.  
COLORIST  
ROY THOMAS  
EDITOR

AMAZING SPIDER-MAN is published by MARVEL COMICS GROUP, OFFICE OF PUBLICATION: 575 MADISON AVENUE, NEW YORK, N.Y. 10022. SECOND CLASS POSTAGE PAID AT NEW YORK, N.Y. AND AT ADDITIONAL MAILING OFFICES. Published monthly. Copyright © 1974 by Marvel Comics Group. A Division of Cadence Industries Corporation. All rights reserved 575 Madison Avenue, New York, N.Y. 10022. Vol. 1, No. 141, February, 1975 issue. Price 25¢ per copy in the U. S. and Canada. Subscription rate \$3.50 for 12 issues. Canada \$4.25, Foreign \$5.50. No similarity between any of the names, characters, persons, and/or institution in this magazine with those of any living or dead person or institution is intended—and any such similarity which may exist is purely coincidental. Printed in the United States of America.





WE'VE GOT HIM NOW, SARGE. THAT WEB-SLINGING MENACE MADE A REAL MISTAKE WHEN HE CAME DOWN TO THE GROUND.

HE MAY BE TOUGH STUFF SWINGING AROUND SKYSCRAPERS--

--BUT HERE ON MOTHER EARTH--

--HE'S JUST ANOTHER BAD NEW YORK DRIVER!



AH, BUT THOSE OF US WHO'VE READ SPIDER-MAN #126... WE KNOW.

THE REST OF YOU --YOU'LL JUST HAVE TO BLISS ALONG IGNORANTLY.

OH NO!

ANOTHER POLICE CAR AHEAD OF ME! I'M BOXED IN!



THEY'RE RIGHT-- I SHOULD NEVER HAVE DRAGGED THIS MONSTROSITY OUT OF RETIREMENT. I THOUGHT IT MIGHT PROVE USEFUL SOMEHOW--HELP ME GET AROUND THE BOROUGH, TRACKING DOWN THE JACKAL.

\*WHO'S BEEN HASSLING OUR HERO THESE PAST FEW MONTHS.--ROY.



--BUT BOY, WAS I WRONG! WHY I EVER LET MYSELF GET TALKED INTO BUILDING THIS CRAZY THING-- NEVER MIND USING IT--I'LL NEVER KNOW!



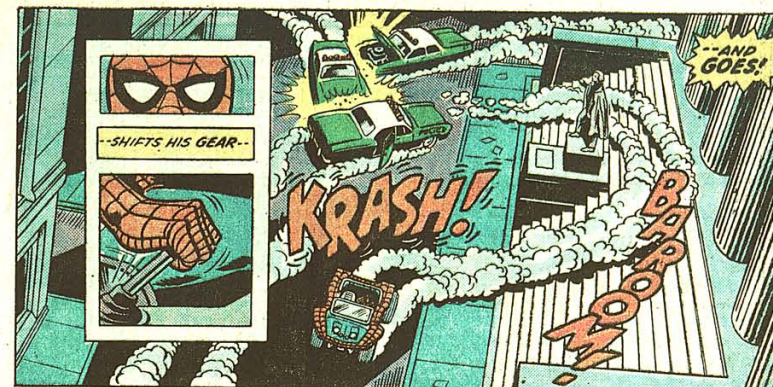
DESPERATELY, OUR HERO CASTS ABOUT FOR A WAY OUT--

--AND BECAUSE HE'S DESPERATE, HE SEES A WAY--



--AND PREPARES TO TAKE IT!

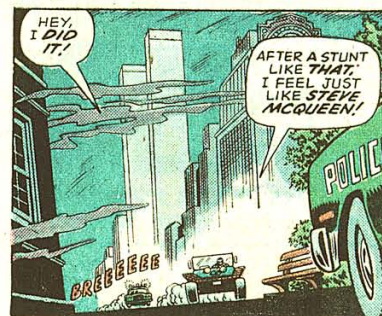
"THIS IS GOING TO GET ME KILLED," HE TELLS HIMSELF, SIGHING. HE GRITS HIS TEETH--



--SHIFTS HIS GEAR--

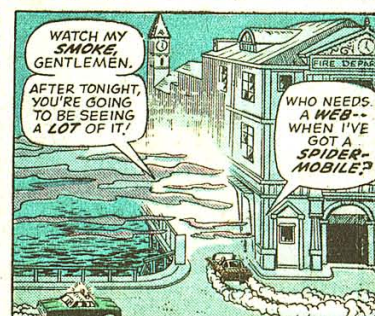
KRASH!

--AND GOES!



HEY, I DID IT!

AFTER A STUNT LIKE THAT, I FEEL JUST LIKE STEVE MCQUEEN!



WATCH MY SMOKE, GENTLEMEN. AFTER TONIGHT, YOU'RE GOING TO BE SEEING A LOT OF IT!

WHO NEEDS A WEB-- WHEN I'VE GOT A SPIDER-MOBILE?



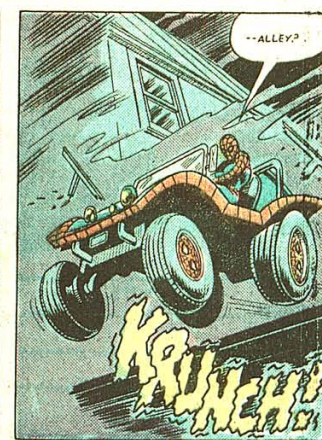
FUNNY... THEY'RE NOT FOLLOWING ME.

MAYBE ONE OF THEM'S SNEAKING AROUND TO BLOCK THE OTHER END OF THIS ALLEY--?

NOW! THEY'D NEVER TRY THE SAME STUNT TWICE.



WAIT A MINUTE--! DID I SAY--



--ALLEY?

KRASH!

CONTINUED AFTER NEXT PAGE



Read this story if  
you want to...

# "GET IT ALL TOGETHER"

...when you get out  
of the service

ONE DAY, A FEW MONTHS AFTER WE BOTH GOT  
OUT OF THE SERVICE, I RAN INTO MY OLD BUDDY, PETE.

PETE! HOW YOU  
MAKING OUT?

NOT TOO GOOD, JOE. I  
CAN'T SEEM TO HACK IT...  
NO JOB I CAN GET  
PAYS ANY  
MONEY.



LOOKS LIKE YOU'RE  
DOING ALL RIGHT,  
THOUGH.

I'LL SAY! I'M IN  
ELECTRONICS AND  
HAVE MY FCC LICENSE.



ELECTRONICS!  
HOW'D YOU WORK  
THAT, JOE?

CIE, PETE! CIE  
HELPED ME LEARN  
ELECTRONICS ON MY  
OFF DUTY HOURS--BY MAIL!  
IT'S THE SCIENCE OF  
THE SEVENTIES, MAN.



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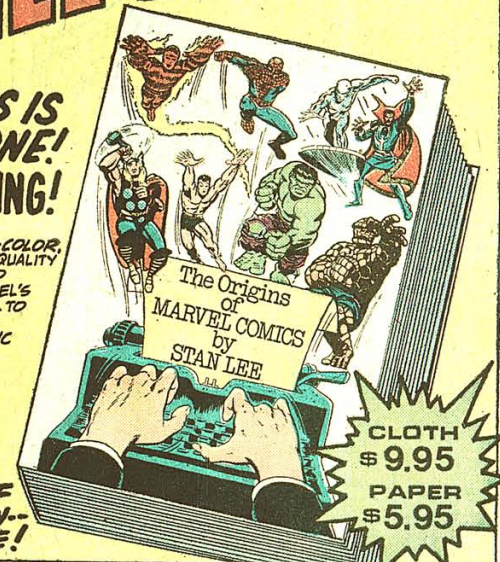
STAN (THE MAN) LEE  
PRESENTS, WITH  
PARDONABLE  
PRIDE--

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FOREMOST SUPERHEROES! THRILL TO  
THE AWESOME ORIGINS (AS WELL AS  
OTHER EPIC TALES) OF-- THE FANTASTIC  
FOUR! SPIDER-MAN! THE HULK!  
THOR! DR. STRANGE!  
ALL THIS--PLUS NEVER-BEFORE--  
REVEALED SECRETS BEHIND THE  
CREATION OF YOUR FAVORITE  
SUPER-STARS-- AS TOLD BY  
SMILIN' STAN HIMSELF!

THE MARVEL AGE OF  
COMICS BEGINS ANEW--  
AND YOU ARE THERE!



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\$9.95  
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\$5.95

AND  
LEST YE  
FORGET!

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THE HULK--AND THE REST OF THE YEAR WITH THE  
F.F., CONAN, DRACULA, AND ALL THE OTHERS!  
LEARN THE BIRTHDAYS OF YOUR PET BULLPEN BIGGIE--  
AND CREATE A SUPERHERO WITH YOUR OWN ZODIAC SIGN!  
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WHEN WE NEXT PICK UP OUR HARRIED HERO, IT'S SEVERAL HOURS AFTER THE ABORTIVE SPIDER-MOBILE CAPER--

--WITH FEW--

--POSITIVE--

--RESULTS.

--AS AN EXHAUSTED PETER PARKER TRIES TO STAY AWAKE DURING A CLASS IN BIO-CHEMISTRY--

MISTER PARKER-- THIS IS A LECTURE HALL, NOT A REST CAMP.

MAY I SUGGEST THAT IN THE FUTURE--YOU DO YOUR SLEEPING AT HOME?

WHA--? HUH? OH! SORRY, PROFESSOR...

THE CLASS ENDS. IN GROUPS OR SINGLY THE STUDENTS LEAVE... ALL BUT ONE, A CERTAIN SOMNOLENT SCHOLAR WHO IS ASKED TO REMAIN AFTER THE OTHERS ARE GONE, FOR A FRIENDLY "CHAT".

PETER, I MUST ADMIT-- I'M APPALLED.

BECAUSE OF YOUR MARKS LAST YEAR, YOU'VE HAD TO TAKE BIO CHEM 106 OVER THIS SEMESTER--

AND PETER-- YOUR SECOND CHANCE IS YOUR LAST CHANCE.

I KNOW THAT, PROFESSOR WARREN-- AND I'M GRATEFUL YOU LET ME REGISTER TO TAKE THE COURSE AGAIN.

THEN SHOW THAT GRATITUDE, PETER. SHAKE UP.

YOU HAVE IMMENSE POTENTIAL-- MORE THAN ANY OTHER STUDENT I'VE EVER HAD.

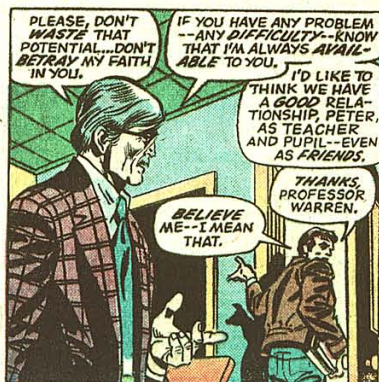
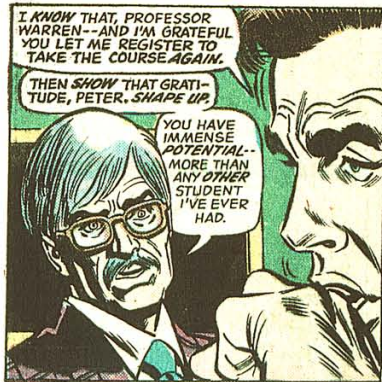
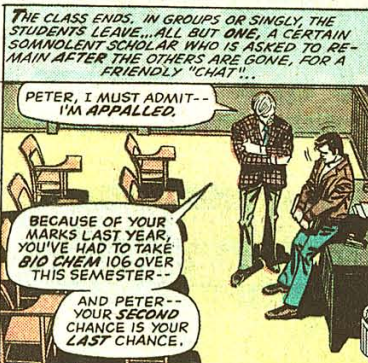
PLEASE, DON'T WASTE THAT POTENTIAL... DON'T BETRAY MY FAITH IN YOU.

IF YOU HAVE ANY PROBLEM-- ANY DIFFICULTY-- KNOW THAT I'M ALWAYS AVAILABLE TO YOU.

I'D LIKE TO THINK WE HAVE A GOOD RELATIONSHIP, PETER, AS TEACHER AND PUPIL-- EVEN AS FRIENDS.

THANKS, PROFESSOR WARREN.

BELIEVE ME-- I MEAN THAT.



HELLO THERE, BROWN-EYES. WHERE HAVE YOU BEEN KEEPING YOURSELF?

MARY JANE! I'D HEARD YOU HADN'T SIGNED UP THIS YEAR!

TRUE ENOUGH, PETE. DOCTOR'S ORDERS.

HE THINKS I STILL NEED TO REE THE OLD 'BOO' AFTER THAT SHAKE-UP I HAD. SOOOOO...

\*MEANING THE EXPLOSION WHICH DESTROYED PETER'S OLD APARTMENT--ROY.



FOR THE TIME BEING, ANYWAY, M. J.'S EDUCATION IS AT A STANDSTILL.

SPEAKING OF BEING AT A STANDSTILL--YOU LOOK LIKE YOU CAN HARDLY STAND AT ALL!

HERE, LET ME CARRY THOSE BOOKS.



TODAY YOU CAN BE THE SEX OBJECT, MR. PARKER.

AFTER ALL, MEN AREN'T THE ONLY ONES WHO CAN BE CHAUVINISTIC.

GRACIAS, M. J. I THINK.

WILL YOU RELAX, ALREADY?



YOU'RE THE TENSEST PERSON I'VE EVER MET, PETE.

I THINK THAT'S WHAT MAKES YOU SO LOVEABLE.

YOU ALWAYS LOOK LIKE YOU'RE GOING TO FALL APART-- LIKE A CHARLIE BROWN WHO'S JUST HAD THE FOOTBALL JERKED AWAY FROM HIM.



THAT'S THE STRANGEST COMPLIMENT I'VE EVER RECEIVED, M. J. IF IT WAS A COMPLIMENT.

OH, IT WAS, BABY.

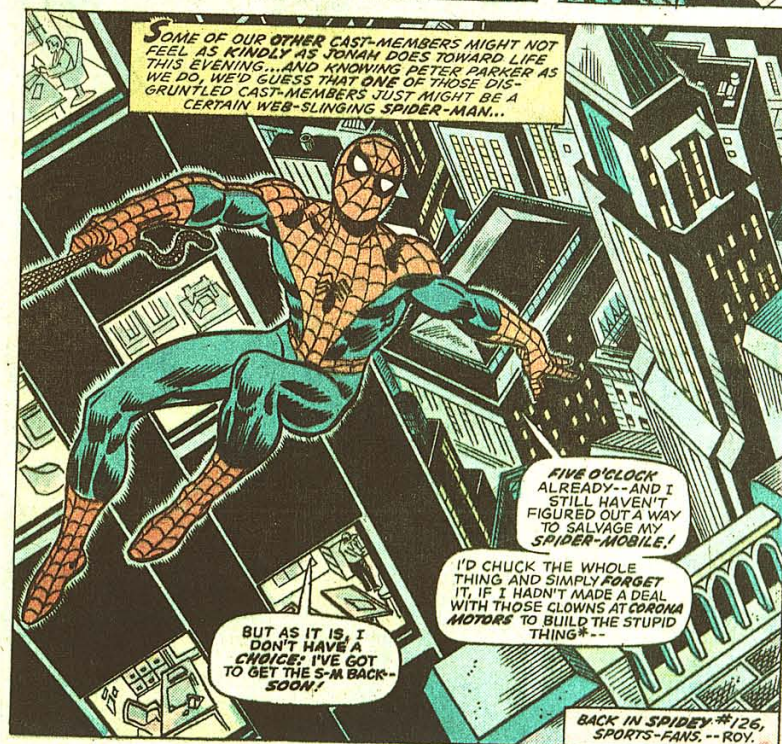
IT WAS.







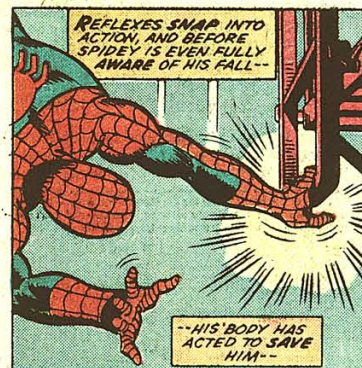








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# THE SPIDER'S WEB

SEND YOUR LETTERS TO:

THE MARVEL COMICS GROUP, SIXTH FLOOR 575 MADISON AV., NEW YORK, N.Y. 10022

Dear Gerry and Ross:

"Madness Means...the Mindworm!" was a very strange kind of Spidey story, indeed; my feelings on it are kind of mixed, but I think it suffered from being a one-issue tale...possibly more could have been done, not only plotwise, but in developing the Mindworm's character, motives and ability somewhat, had you taken a couple issues. Still, Gerry's smooth writing abilities made it flow nicely, and I must confess that, while I've never really cared all that much for Ross Andru as the artist, he seems to be developing a "look" for Spider-Man that is as distinctive in its own way as Ditko's and Romita's were.

Perhaps it's his penchant for crowding so many small panels on a page that bothers me—or is that Gerry's fault? Anyway, the comic has been picking up ever since that ridiculous issue when Parker had six arms; please don't ever do anything like that again to ruin the careful credibility of the series. As for the question of whether or not Petey should graduate, I say certainly, of course, naturally; is there one valid reason why not? No, there isn't.

And the next issue blurb: "See Peter's new apartment..." do you realize the absurdity of that, or was it intentional?

T. Gortel  
Tyger, GA

Dear Stan and all concerned:

First off, I want you to stand back and take a long hard look at your recent comics. Your artist and writers jump from book to book. Many of your newer artists are terrible. Your scripts are just plain sloppy. Why, I remember when Stan and Jack created masterpiece after masterpiece, month after month. I also remember when the Thing wasn't beaten by every creep who came along; I remember when Mr. Fantastic had supreme confidence, and not a million hang-ups like Peter Parker. Your comics seemed to have a personal touch, they were a labor of love—the stories were twenty pages long and there weren't ads every other page. But don't think I'd criticize without offering any explanation.

I know exactly why your comics aren't up to par. The simple reason is your constant expansion. You've gotten too big for your proverbial britches. You just can't keep coming out with new magazines, one after the other. You must draw a line sometime and somewhere.

Steven L. Thompson  
812 Concord Street  
Urbana, OH 43078

While your letter doesn't have a lot to do with Spider-Man in particular, it does bring up several points that we believe deserve honest discussion. First and foremost, we do not

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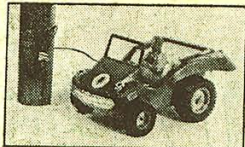
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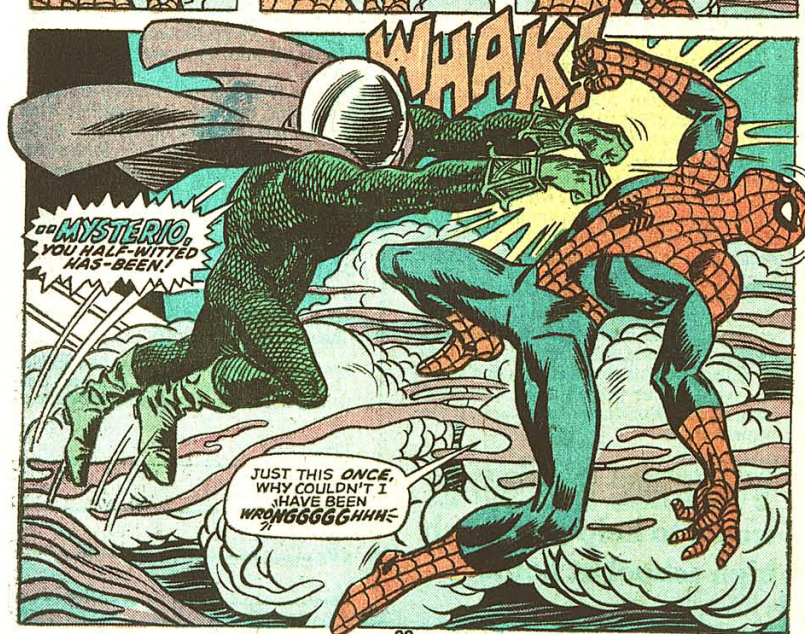
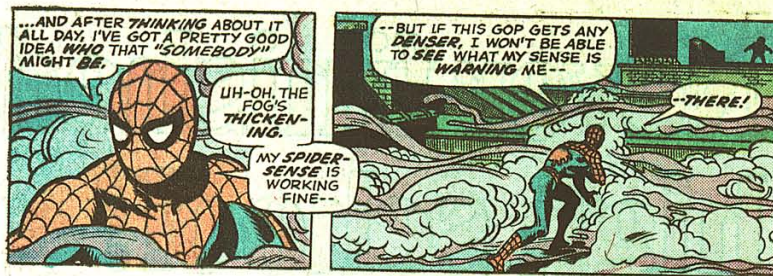
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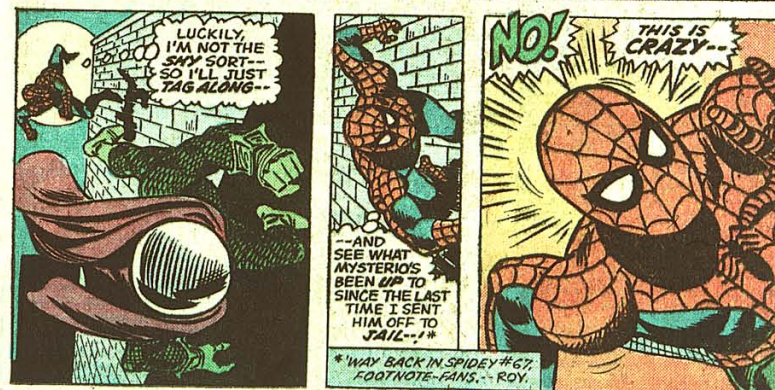
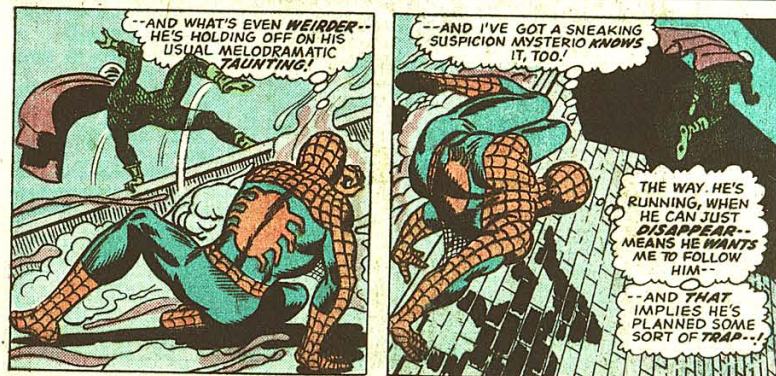
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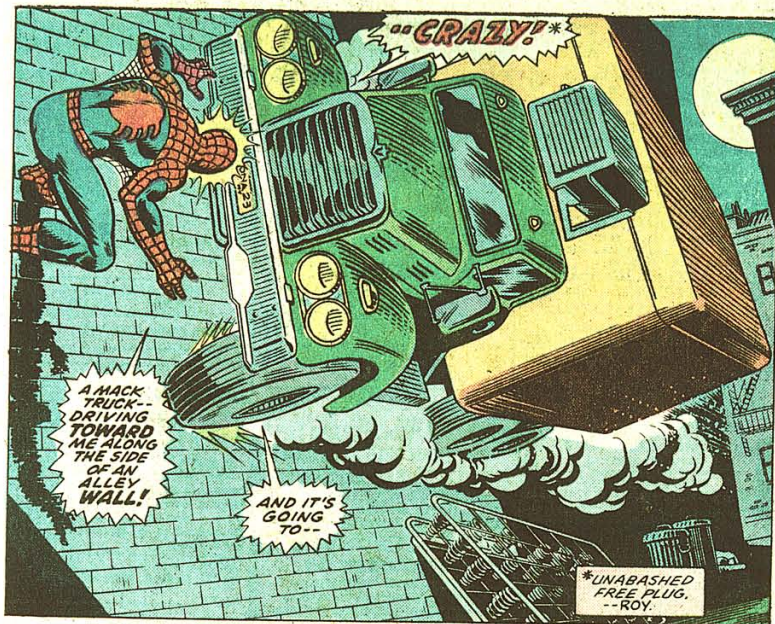
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## PRAISES AND SELF-PLAUDITS FROM THE PUNDITS OF PANDEMONIUM!

## STAN LEE'S SOAPBOX

Hang in there, hero! We've got a couple of mind-blowin' items for you this month, so let's zero right in. First, how lucky can you be? You'll be seeing more sensational stories than ever from ol' ROY THOMAS from now on. Yep, the Rascally One has been itching to devote more of his time to writing, and he's finally decided to take the plunge. Hence, from this day forth, our award-winning editor becomes Editor Emeritus, a title he so richly deserves, as I hereby announce (and not without a twinge of envy), that he'll be scripting more Marvel master-works than ever before. So here's to the youngest titleholder in all of Emeritodom—long may he reign! Next ish, we'll describe our new editorial lineup in detail, but for now—onward!

It hadda happen! There's another Comics Con a'coming! But not just any other comics-book convention—nope, this time it's a MARVEL Con! That's right—during Easter vacation time your batty Bullpen is putting together one of the most exciting projects of the year for Marveldom Assembled. At a major New York hotel we'll be holding the biggest, brassiest, brain-blastingest Marvel convention of all time! It'll be three full days of fun, fantasy, and fan-heaven as you mingle with the greatest names in the Marvel galaxy! So, if you're planning a go-away vacation during Easter, we just wanna alert you—New York's where it'll all be happening! More info next month!

One last word, gang. I'm really overwhelmed by all the college lecture offers you've been tossing this way. I wish there was time to accept each one, but I want you to know I'm frantically trying to juggle my schedule so I can do as many as possible. I don't know whether all of academia wants to hear about Marvel, or if you're just trying to keep me on the move so I won't have time to write any more Soapboxes! But whatever it is, keep those cards and letters comin', folks! And remember, it's time to take a toad to lunch!

Excelsior!

Stan

ITEM! Let's roll out the red carpet for Free-wheelin' FRANK ROBBINS, Marvel's newest artist and bon vivant! As many of you know, Frank's the artist and writer of the newspaper comic-strip "Johnny Hazard," and is considered by his peers to be one of the finest craftsmen in the business.

Now, after cutting his incisors on a Morbius tale or two in the pages of ADVENTURES INTO FEAR, Frank has stepped in to give our pal SAL BUSCEMA a well-earned rest from the pages of CAPTAIN AMERICA—and to team up with Roy the Boy on a brand new 50¢ title due to debut early in '75. Its title? THE INVADERS! (Who's going to be in this newest, most exciting super-group? We'll leave you guessing for a month or so, pilgrim. Suffice it to say that we think the lineup of this liltin' legion is going to catch nearly everybody off guard, and that Free-wheelin' Frank will definitely have his hands full!)

ITEM! Speaking of artist switches, it's nostalgia time, as Genial GENE COLAN once more takes over the reins of our DR. STRANGE strip. Remember those cabalistic classics of yesteryear? Well, get set to have 'em all eclipsed by the new team of COLAN, JANSON, and ENGELHART! As for Doc's previous artist, Far-out FRANK BRUNNER, he's keeping busy on one of the most-requested back-up features of all time. Yep, we're talking about none other than HOWARD THE DUCK, who's now appearing regularly in the pages of our quarterly GIANT-SIZE MAN-THING mag (where else?). When you ask for things long enough and loud enough round Marveldom you get 'em! (Okay, okay, we know, we know—so where's the Silver Surfer?)

ITEM! In case you haven't noticed, we've added a new 50-center or two as well. Still on sale, hopefully, is our new GIANT-SIZE KID COLT title, which spotlights the wildest new western team-ups ever. And this month sees GIANT-SIZE CHILLERS #1, with art by ALCALA, ALCAZAR, and right on thru the alphabet with Marvel's greatest mystery artists. What's more, December will herald the way-outest new mag of all—

GIANT-SIZE SUPER-VILLAIN TEAM-UP, co-starring (just for starters, mind you) Dr. Doom and the savage Sub-Mariner! Koww that for an off-the-wall blockbuster announcement! (Well, if that doesn't hold you, how about this? THE X-MEN are coming back, in brand new tales, in a giant-size mag due to debut just a couple of short months from now! We could've held back on that one, but we wanted to give all you mutant-boosters a chance to start saving your radioactive shekels.)

ITEM! Oh, and just so you don't think you've gone completely bananas, we thought we'd best clue you in that, due to circumstances beyond our control, the first issue of our new \$1 magazine MARVEL PREVIEW (introducing the long-awaited new feature "Man-Gods From Beyond The Stars") was delayed at the last possible moment, and will be on sale in the next few weeks instead of right now, as we announced last issue. Sorry about that, friends, but we wanted to polish that gem up just right for you. Meanwhile, though, the premiere ish of our new \$1 s-i title, UNKNOWN WORLDS OF SCIENCE FICTION, is on sale—complete with comic-strip versions of stories like Wyndham's Day of the Triffids masterpiece, Bob Shaw's stunning "Slow Glass" tales, plus art and story by the likes of COLAN, CONWAY, FREAS, ADAMS, WILLIAMSON, ISABELLA, KALUTA, and that illustrious ilk. Plus an exclusive, photo-filled interview with the one and only RAY BRADBURY! Face it, effendit—if science fiction's ever gonna make it in the comics medium, this is the one! Only a buck for 84 big pages, and worth every hoarded penny—at your newsstands now!

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- 2 GOAT HEAD RAIDS—actually used to force the Castle gates.
- 2 DOUBLE DOOR CASTLE GATES—that actually open and close.
- 2 LARGE REGIMENTAL STANDS that actually rotate and lower.
- 1 LARGE REGIMENTAL STANDS
- 1 ARROW SPINNER
- 1 FULL LARGE BATTLEFIELD. A castle so gigantic it can hold 121 men.

Massive battlement walls under the attackers as it protects the castle. The castle is a masterpiece of architecture and design, with many chambers, including the control room and the throne room—a stark contrast to the wounded walls.

**SIMPLE DIRECTIONS**

1. The castle is a masterpiece of architecture and design, with many chambers, including the control room and the throne room—a stark contrast to the wounded walls.

**TANK TRAP**

**★ A COMPLETE GAME WITH**

- ★ 64 COMBAT MEN
- ★ H.Q. COMMANDER
- ★ 25 TANK MINES
- ★ 6 EXPLODING TANKS
- ★ HUGE BATTLE FIELD
- ★ 2 TANK BARRIERS
- ★ SIMPLE DIRECTIONS

**★ 30 Plastic—safe and reusable.**

**HELEN OF TOY, CO.**  
 Commack, New York 11725

Please RUSH me the items! I have checked. Please add the proper postage & price and enclosed the correct total. I may return the items for a refund if they don't meet my expectations. (Games costing 30¢ or more)

☐ GOLD CROWN COMPLETE GAME — \$1.79

☐ GOLD CROWN "DELUXE" GAME — \$2.84

☐ TANK TRAP COMPLETE GAME — \$1.79

☐ SPECIAL! Complete Game plus 6 extra exploding tanks — \$2.34

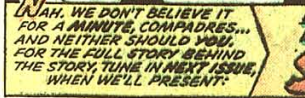
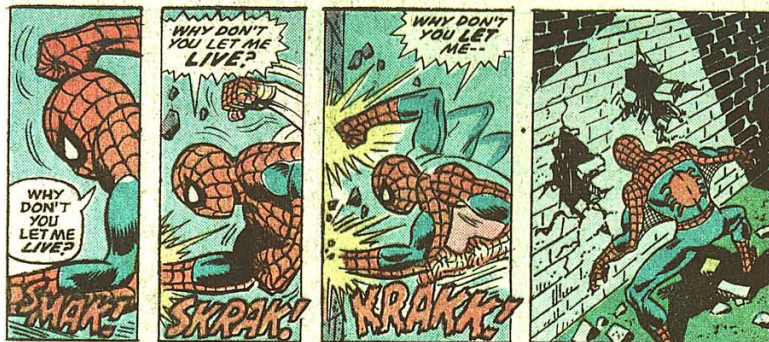
U.S. & Canada—foreign add \$1.00 international \$2.00

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_







# GUESS WHO'S COMING TO CHRISTMAS DINNER? MERRY MARVEL, THAT'S WHO!

THAT'S RIGHT! YOUR **BLUSHIN' BULLPEN** PROUDLY PRESENTS ITS **FIRST ANNUAL** COLLECTION OF **CHRISTMAS CLASSICS** AND **COLORFUL COMBATS!**

EVERY PAGE A **GIANT-SIZED** 10"X 14"

A **RIOTOUS** 100 PAGES OF **FULL-COLOR FEATURES!** NO ADS!!

Featuring **14** of MARVEL'S MOST **MAGNIFICENT SUPER-STARS** DRAWN BY EIGHT OF MARVEL'S MOST **TALENTED TITANS--** AND IT'S ALL FOR **YOU!**



WHAT A WAY TO FILL YOUR CHRISTMAS STOCKING (OR MAYBE SOMEBODY ELSE'S!) GRAB A HOLIDAY HANDFUL OF 'EM-- ON SALE IN **NOV.!**

SOME YEARS AGO I was a printer in a small Michigan town. I drew a pretty fair pay check but it wouldn't stretch far enough to provide the kind of living I wanted for my wife and five children.

Then one day I was reading a magazine just as you now are and I saw an ad. It intrigued me. It offered me the steadily growing income I had always hoped for. It said I would have greater security and personal independence... and that's what I had been wanting.

I was a little skeptical, but I said to myself, "for a postage stamp I can find out." So I mailed the coupon. In a few days, I got a letter with a booklet that gave the whole story. I opened my eyes. I could see why owning my own business was so much easier than I had always thought... why the day to day guidance of a successful worldwide organization could assure my own success.

I read the booklet several times. It just seemed too good to be true. I talked it over with my wife. We decided that now was the time to make the forward step... there was no reason to keep postponing an income increase. So, I applied for a Duraclean dealership and I was accepted. I stayed with my job... ran a few ads... sent some mailings... contacted a few stores and told my friends about the superior services I was now equipped to give them. Evenings and Saturdays, I rendered the service. As the business grew, I added servicemen.

I found that I didn't have to develop a single idea myself. Every step had been prepared for me and pre-tested. Hundreds of other men had already proven my methods successful. It didn't take long to see that I was making three to four times (yes, 3 to 4 times) as much per hour in my own business as in my printing job. So, after only seven months with a good following of customers, I quit my job to go full time on my own. In less than a year, I had shown all this extra income on top of my salary.

Each day, we realized what a serious mistake not mailing that coupon would have been... and how that little act that seemed so trivial at the time actually changed our lives. The steadily growing income brought us

## I'll guide you step by step into your own thriving business

• While keeping your present job, would you like to gross \$14 or \$21 profit per hour?

a true story by Bob Ferrel

many things we could not afford before. My efforts were so much more productive. I scheduled my time to my own liking. When we wanted a day or two off, we took it. I worked hard but, if I wanted to be home early or quit at noon, I did.

This is not a business for a lazy man. But if a man is ambitious and will work to deserve those nice things in life we all want, this business is made to order for such a man.

I became so enthusiastic about this business and so appreciative of what it had brought my family that, whenever a man opened a dealership near me, I helped him get a quick start. The company learned about this and had each new dealer in my section of Michigan spend a day with me. One day the president of Duraclean Company asked me how I would like to move to Headquarters and spend my entire time helping dealers to increase their sales and profits.

That was good news to my ears. Since then I have worked with hundreds of our dealers in their own towns and at regional meetings, conventions and dealer group meetings. But much of the time I am right here at my desk in touch with our dealers by letter and telephone.

Incidentally I sold my dealership at a good profit. Dealers sell their Duraclean businesses for up to ten times their cost. After 30 months, Leo Label sold for \$7,116 above his cost. If for any reason a dealer wants to sell, we maintain a service to locate buyers and help him sell. Our job here at headquarters is to show each individual Duraclean dealer how to use his own abilities to bring him greatest success. I know hundreds of our dealers on a first name basis. We work together as one happy family. If you become a Duraclean dealer, I'll be as close to you as your telephone or mail box.

It's Easier than You Think

To Build Your Own Business

If you've wanted to BE YOUR OWN BOSS... to become financially independent and have a fast growing income, now YOU CAN. And you own a Nationally Advertised business. You can stay at your present job while your customer list grows... then switch to full time, lining up jobs for your servicemen to do. One job a day brings you a good starting income.

If you hire two servicemen (full or part time) while you keep your job, the national price guide provides you a gross profit of \$14 an hour on their work and this is much easier to do than you think. We show you how... step by step. That's \$490 for a 35 hour week. Your gross profit on three servicemen is \$21 per hour. Duraclean dealers find it easy to gross \$7 per hour on EACH serviceman plus \$12 an hour on any service they themselves render. The 24 page illustrated booklet we'll mail you (with no obligation) explains how most of your gross profit becomes clear net profit. Your income is limited only by the number of servicemen you employ.

You can operate from a shop, office, or your home. Equipment is light and portable. At the start, you may want to render service yourself... or you can start with full or part time servicemen. This business is easy to learn... easy to start... so easy to service that women dealers do it. We prefer you have no experience... no have to "unlearn" old ways. We are NOW enlarging this worldwide system of individually-owned service businesses. If you are reliable, honest and willing to work hard, you can be financially independent. We invite you to mail the coupon.

When you receive our illustrated booklet, you will see that you may step by step learn how to quickly get customers... and still more customers from their recommendations.

You have 7 superior services that are rendered "on location" in homes, offices, hotels, theaters, clubs, motels and institutions. These are not ordinary services. You have

the prestige and endorsement of leading furniture makers and carpet mills, of Parents' Magazine and McCall's, of Research and Testing Laboratories.

National magazine advertising explains superior merits of your services, builds your customer confidence and brings job leads to you. We and a Duraclean dealer will train you and assist you. He'll reveal his successful, proven methods. You have pre-tested newspaper and yellow page ads, commercials, and a full mailing program.

Stores, upholsterers, insurance adjusters, and decorators refer jobs to our dealers. These year "round" services are in constant demand.

Start Small, Grow Big in this Booming Business

Many men have said to us, "I can't afford to give up my job till I know I have a sure thing... a sound business that will provide both security and a better living for my family."

That made sense to us so we worked out such a plan... and those same men are now enjoying a Duraclean dealership in many communities. You don't experiment. You use tested, proven methods. You have our backing and "know how."

Does this appeal to you? Don't decide now. Mail the coupon so you'll have the facts to decide wisely. There is no obligation. You'll then know whether this is what you want.

You can start small and grow big. A third century ago Duraclean was an idea... but it caught fire and spread to a world wide service. Why did it spread? (1) superior processes. (2) proven customer-getting methods (3) Day to day guidance from Headquarters. Our first service, the care of upholstery and carpets not only cleans, it enlivens the fibers... revives dull colors. It rises with new life. There's no harsh machine scrubbing. No soaking. Mild aerated foam lightly applied lifts out dirt, grease, many unsightly spots like magic. Furnishings are used again in a few hours.

Government figures show service businesses are growing faster than industries and stores... \$750 million yearly potential just in rug and furniture cleaning. Your 6 other services are explained in the free booklet we'll mail you. Less than \$1500 establishes YOUR OWN business. A day's profit more than pays the monthly payments we finance for you.

Men frequently take in partners. We furnish electric equipment and, with first shipment, enough materials to return your TOTAL investment. If you have good habits and know the importance of customer satisfaction, you can be likely to qualify for a Duraclean dealership.

TODAY is the time to reserve a Duraclean dealership, before someone takes your location. It's been said, "Opportunity knocks but once at every man's door." This could be that one rare opportunity in your life.

It is surprisingly easy to start this business. You can decide from the information we will send you whether to apply for a dealership. So, with no obligation, if you are interested, mail the coupon TODAY. Cut it out NOW so you won't forget to mail it.

Mail this coupon TODAY It may put you in business

Duraclean International 4210 Duraclean Bldg., Deerfield, Ill. 60015

With no obligation, if you are interested, mail the coupon TODAY. Cut it out NOW so you won't forget to mail it.

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State & Zip \_\_\_\_\_



IDEAL PRESENTS  
THE CONTINUING  
ADVENTURES OF

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